

Regional Green Economy

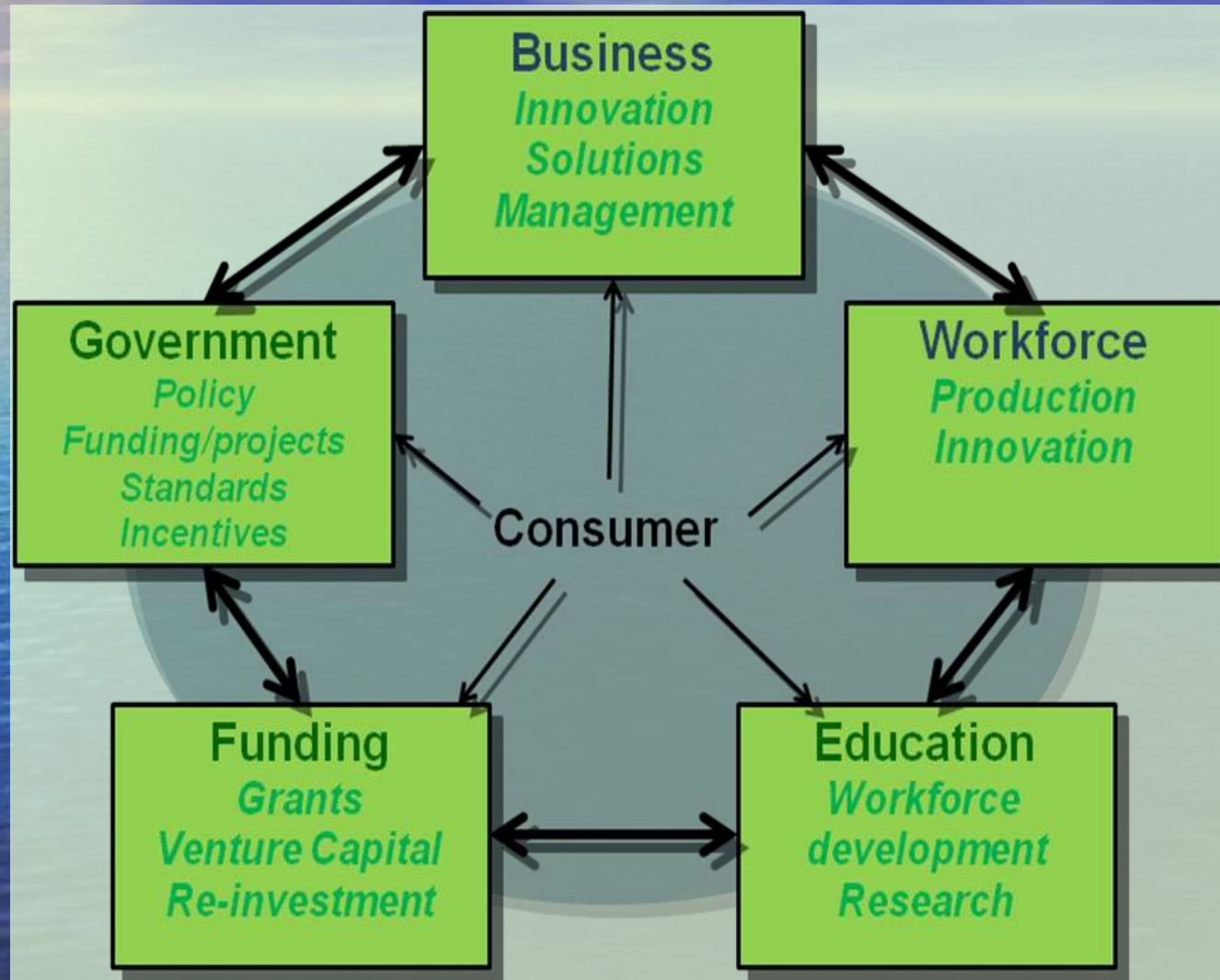
Thinking about Job Creation through Regional Action

Jan Hudson

**Inland Empire Labor Management
Cooperation Committee**

February 23, 2011

Components in the Regional Green Economy



Business Component

Definition: Green Firm

- An organization that provides products and/or services that are aimed at utilizing resources more efficiently, providing renewable sources of energy, lowering greenhouse gas emissions, or otherwise minimizing environmental impact. Source: Centers for Excellence

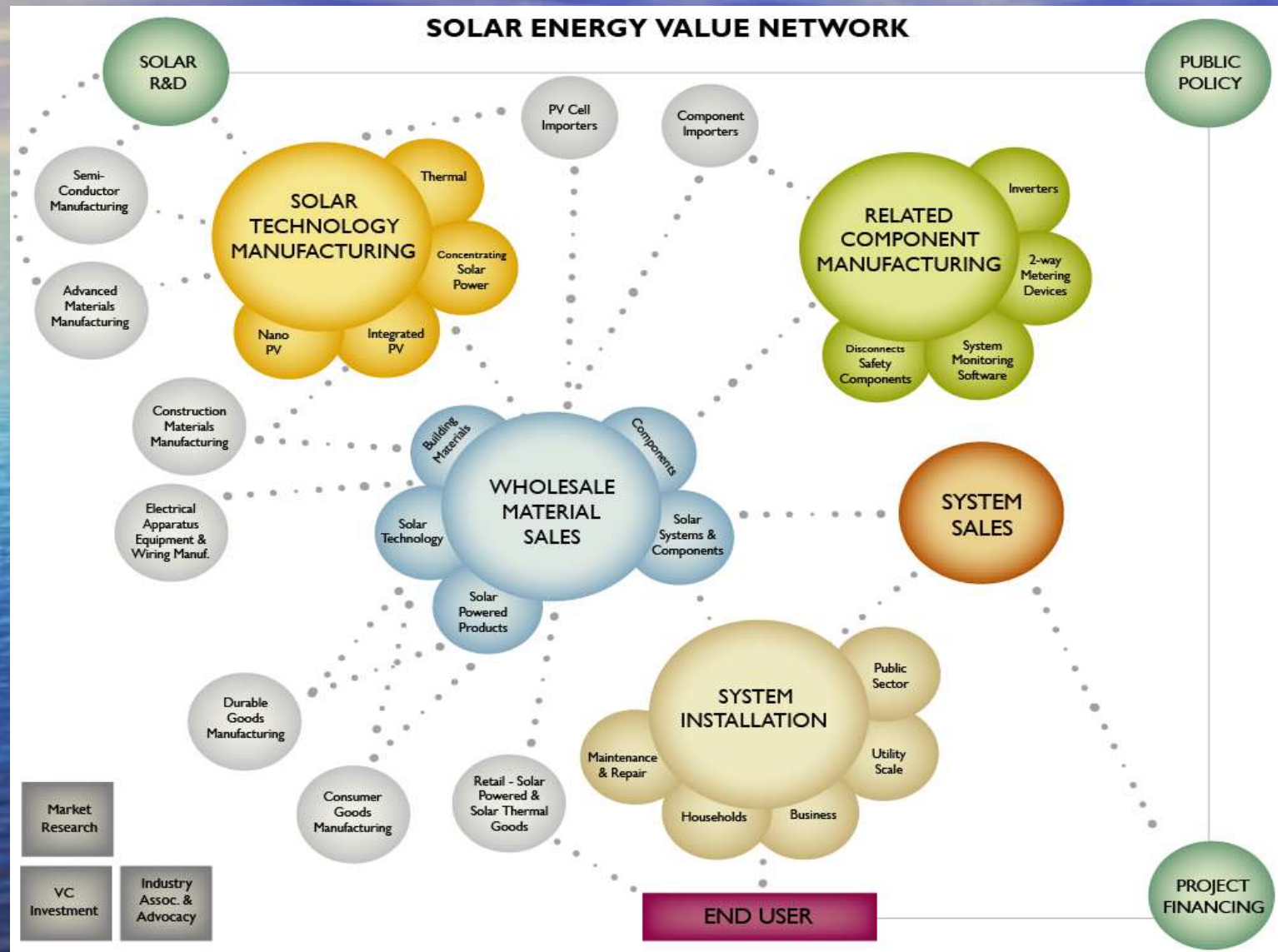
Green Industry Sectors

- Renewable Energy: Energy Generation, System Installation and Storage
- Green Building and Energy Efficiency
- Biofuels Production and Farming
- Transportation and Alternative Fuels
- Water, Wastewater and Waste Management
- Environmental Compliance and Sustainability Planning



. . . Green industry drives green wholesale, retail and other sectors

Clusters of Related Green Firms



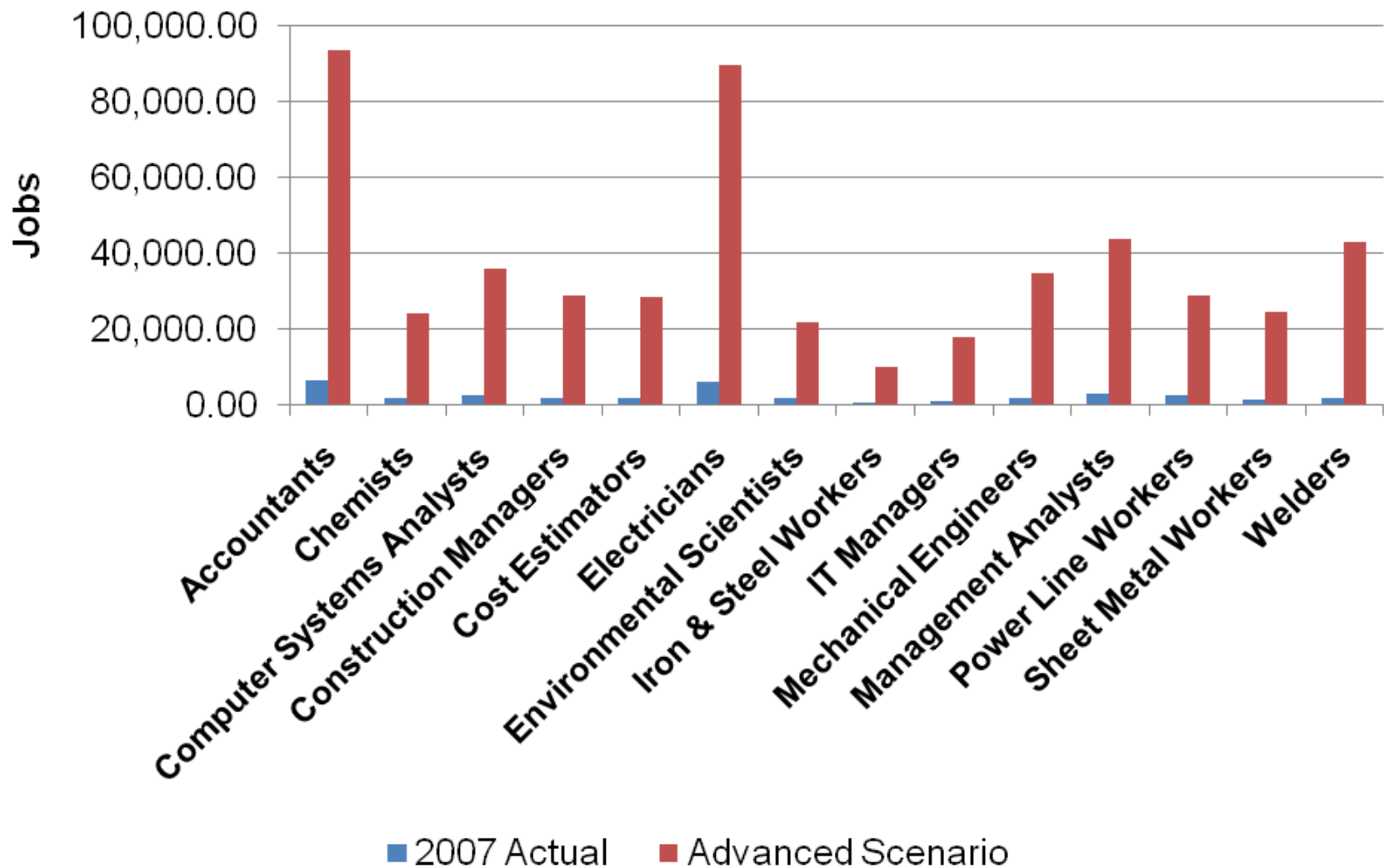
Green Industry drives Green Services



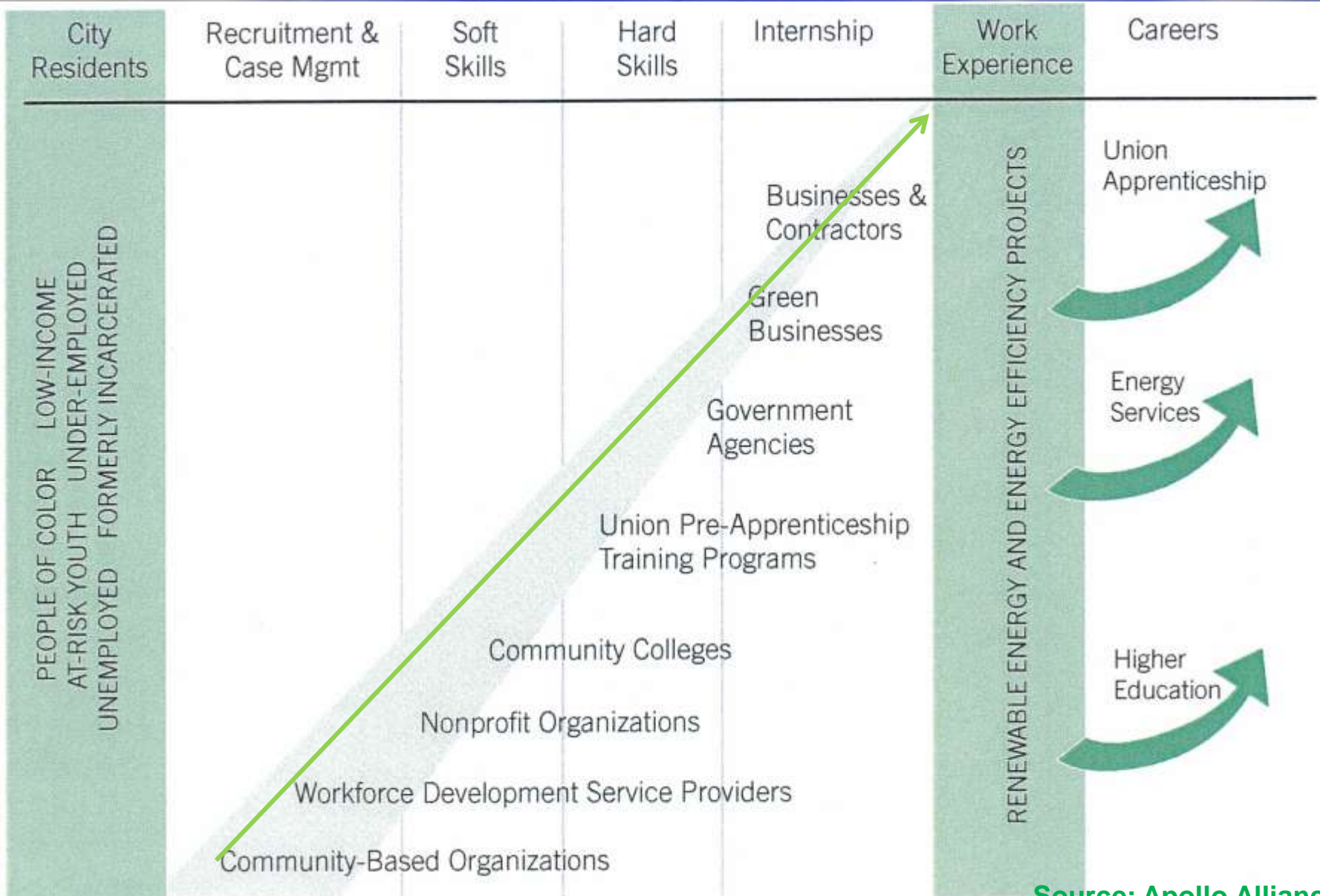
By 2030, Under an Aggressive U.S. Forecast Scenario

- More than **40 million** Americans employed in these industries
- About one in every four working Americans. (Surpassing the U.S. auto industry's 1960's peak of 1 in 7)
- **Germany's RE & EE industry has already surpassed their auto industry in total employment!**

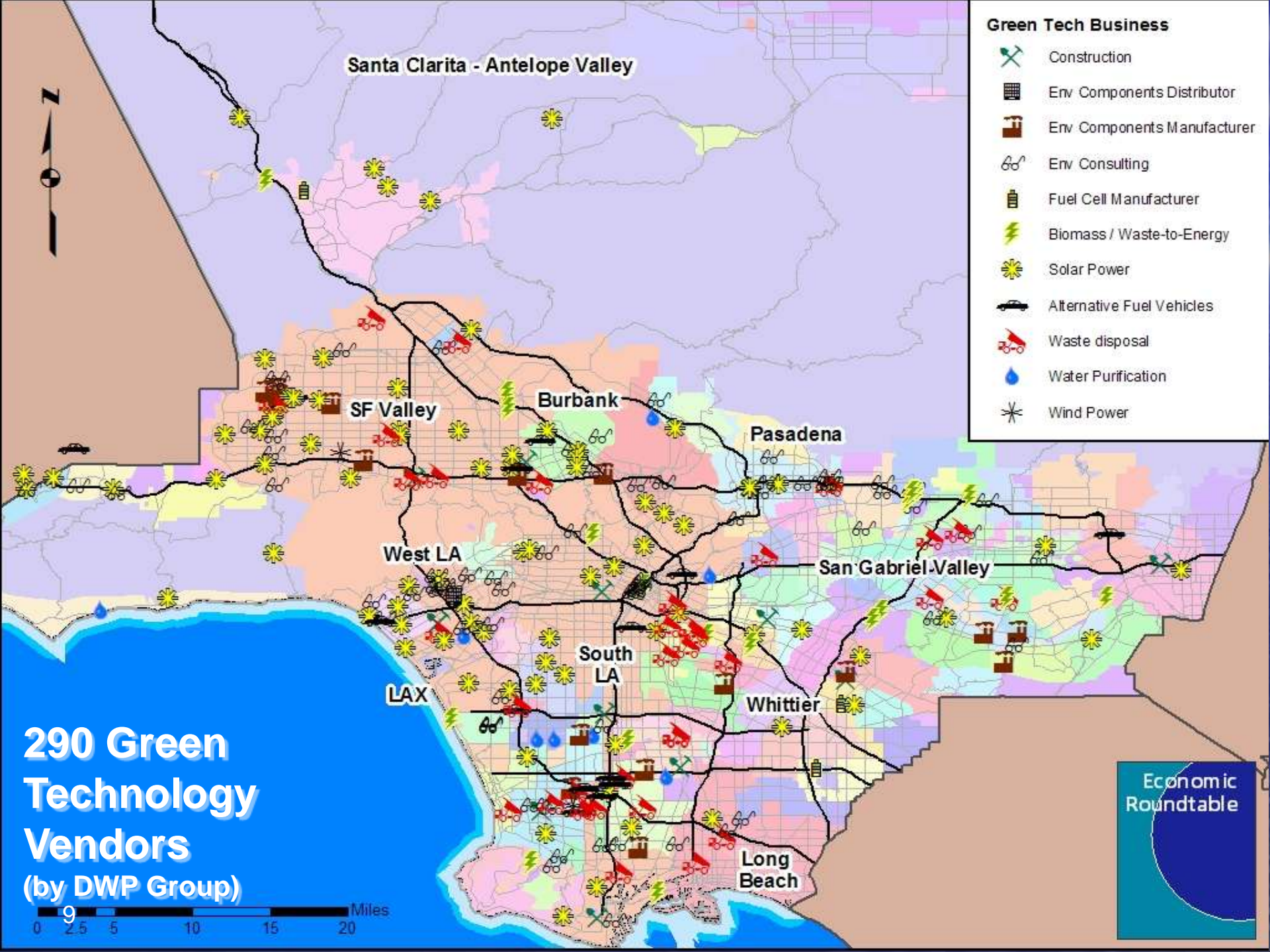
US Jobs Created in Renewable Energy by 2030



Creating Green Jobs with a Career Path



Source: Apollo Alliance



LA -Promising Industries with Green Technology Activity

(stable or growing employment,
\$2,500+ average monthly wage)

Construction

STRENGTHS:

Large, Growing, Low
Cost to Create Jobs

LIMITATIONS:

Volatile Employment,
Some Training
Needed

Residential
Construction

Building
Equipment
Contractors

Building
Finishing
Contractors

Utilities & Waste Mgmt.

STRENGTHS:

Entry-level Jobs

LIMITATIONS:

Small Industries,
High Cost to
Create Jobs

Water &
Sewage

Waste
Collection

Waste
Remediation,
Mgmt.

Wholesale

STRENGTHS:

Large Industries,
Many Entry-level Jobs

LIMITATIONS:

Significant Cost
to Create Jobs

Electronics

Misc.
Durable
Goods

Professional Services

STRENGTHS:

Large, Growing, High
Wages, Low Cost to
Create Jobs

LIMITATION:

Extensive Training
Needed

Architecture &
Engineering

Legal

Computer
Software

Technical
Consulting

Scientific
R&D

Manufacturing

STRENGTHS:

Many Entry-level Jobs

LIMITATIONS:

Small Industries,
High Cost to
Create Jobs

Petroleum
Recycling

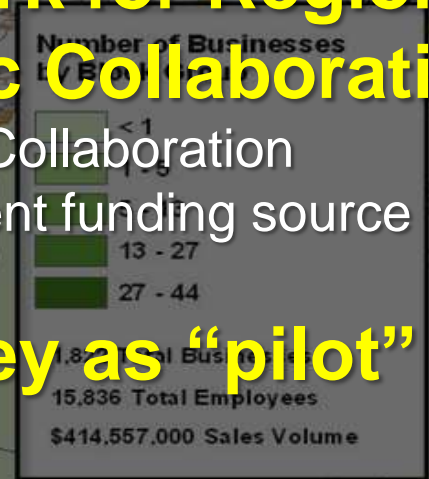
Cleaning
Compound

HVAC Equip

Other
Electrical Eq

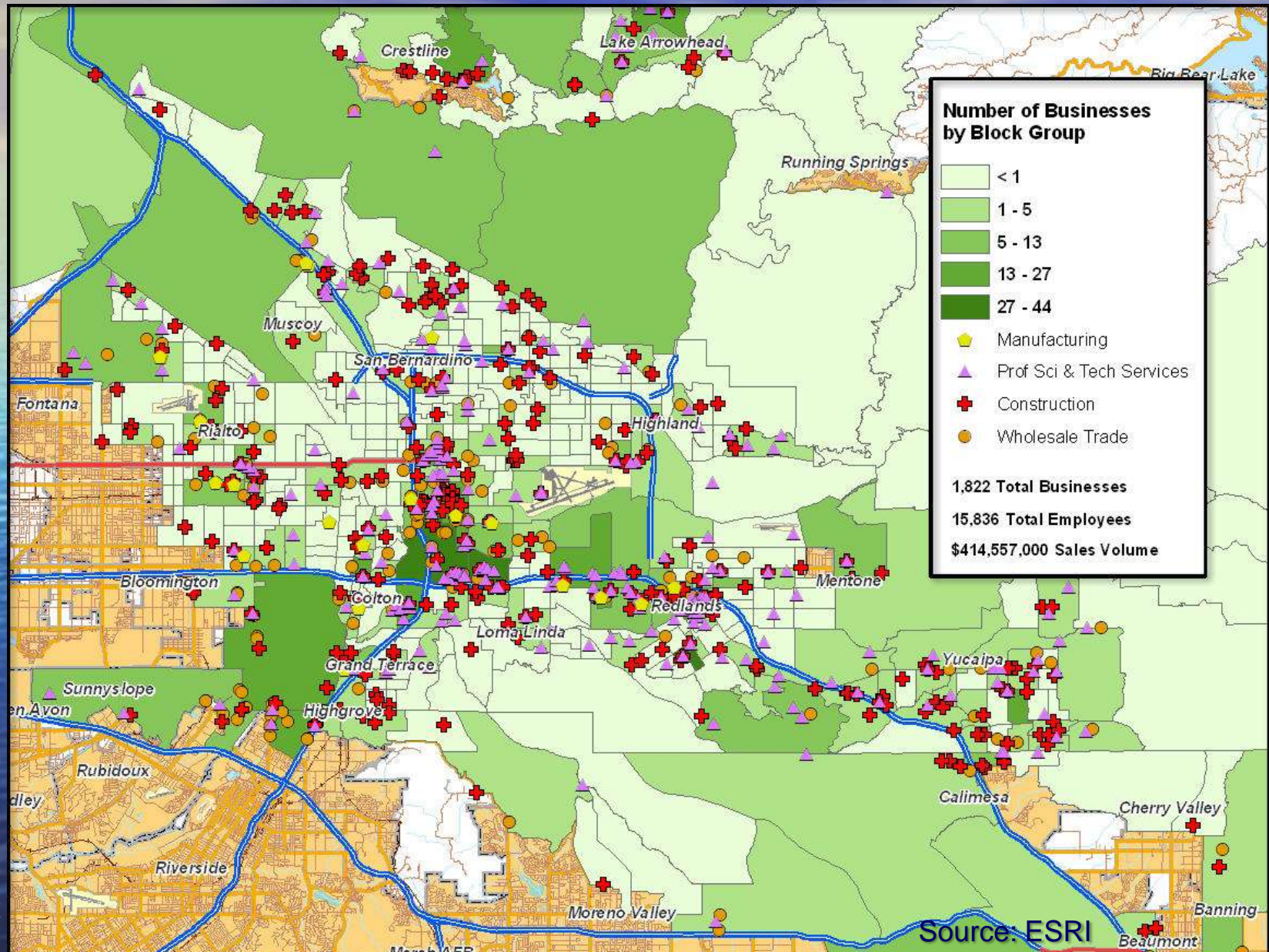
East Valley Regional Green Economy

- **Strategy based on regional economic activity shed:**
 - Green Jobs
 - Green firms
 - Retain/retool existing businesses
 - Use of local resources
 - Increased sustainability
- **Economic Information System**
 - GIS data and tools
 - Identify resources to develop
 - Identify gaps to fill
 - Model opportunities
 - Monitor success
- **Framework for Regional Economic Collaboration**
 - Apolitical Collaboration
 - Independent funding source
- **East Valley as “pilot”**
 - Rialto
 - Colton
 - Grand Terrace
 - San Bernardino
 - Loma Linda
 - Highland
 - Redlands
 - Yucaipa



Existing “Green Sector” Businesses

(potential for retooling)



Existing “Green Businesses”

Lewis' Dist: 32
Baca's Dist: 21
East Valley: 16

Mapping the Green Economy, California - Windows Internet Explorer

http://www.edf.org/page.cfm?tagID=40388

Map data ©2009 Tele Atlas

Companies on this map

Filter this table by:

Companies in bold contain additional research or case studies.

Company	City	Congressional District	County
ABC Window Company	Ontario	43 - Joe Baca	San Bernardino
AEL-CASC	Colton	43 - Joe Baca	San Bernardino
American Solar & Electric	Ontario	43 - Joe Baca	San Bernardino
Eagle Roofing Products	Rialto	43 - Joe Baca	San Bernardino
Forte Lighting, Inc.	Fontana	43 - Joe Baca	San Bernardino
Kuro	Fontana	43 - Joe Baca	San Bernardino
MacroAir Technologies	San Bernardino	43 - Joe Baca	San Bernardino
HQ Development	San Bernardino	43 - Joe Baca	San Bernardino
Morackville LLC	Rialto	43 - Joe Baca	San Bernardino
New Energy Lighting Service	Ontario	43 - Joe Baca	San Bernardino
QEM Parts Network, LLC	Fontana	43 - Joe Baca	San Bernardino
Phoenix Watercare	Ontario	43 - Joe Baca	San Bernardino
Frontier Homes	Ontario	43 - Joe Baca	San Bernardino
Beam Technology Company	Ontario	43 - Joe Baca	San Bernardino
Solar Link	Ontario	43 - Joe Baca	San Bernardino
Sof-Chemist	Colton	43 - Joe Baca	San Bernardino
Sun Earth Inc.	Fontana	43 - Joe Baca	San Bernardino
SunEarth, Inc.	Fontana	43 - Joe Baca	San Bernardino
Superior Engineered Products Corporation	Ontario	43 - Joe Baca	San Bernardino
THG Electric, Inc.	Fontana	43 - Joe Baca	San Bernardino
Victoria Homes, Inc.	Grand Terrace	43 - Joe Baca	San Bernardino

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Global Warming


In partnership with: Environmental Defense Action Fund

Go Jobs - Global Warming - California's Green Economy Page - Promoting the Green Economy, California

Mapping the Green Economy: California

How to Use These Maps

- Click on map points for details: See facts about each company.
- Tailor which companies you see: Use the menus to the right.
- Find a company on the map: See the list below the map, and click on a company.



Map data ©2009 Tele Atlas

Companies on this map

Filter this table by:

Companies in bold contain additional research or case studies.

Company	City	Congressional District	County
AAA Solar Inc.	Riverside	41 - Jerry Lewis	Riverside
AAA Solar Wood Truss	Pomona	41 - Jerry Lewis	San Bernardino
Advanced Panel Systems Inc.	San Jacinto	41 - Jerry Lewis	Riverside
Aerostar Electric	Yucca Valley	41 - Jerry Lewis	San Bernardino

Map data ©2009 Tele Atlas

Source: Environmental Defense Fund
http://www.edf.org/page.cfm?tagID=40388

... Green economy is growing
in the region

Existing “Green Businesses”

(example)

MonierLifetile LLC
monierlifetile.com
3511 North Riverside Avenue
Rialto, CA 92377
Manufacturer and installer: Tile roofing

Company types

- Green buildings
- Energy generation
- Energy efficiency
- Transportation

Filter this map

Rialto

By District

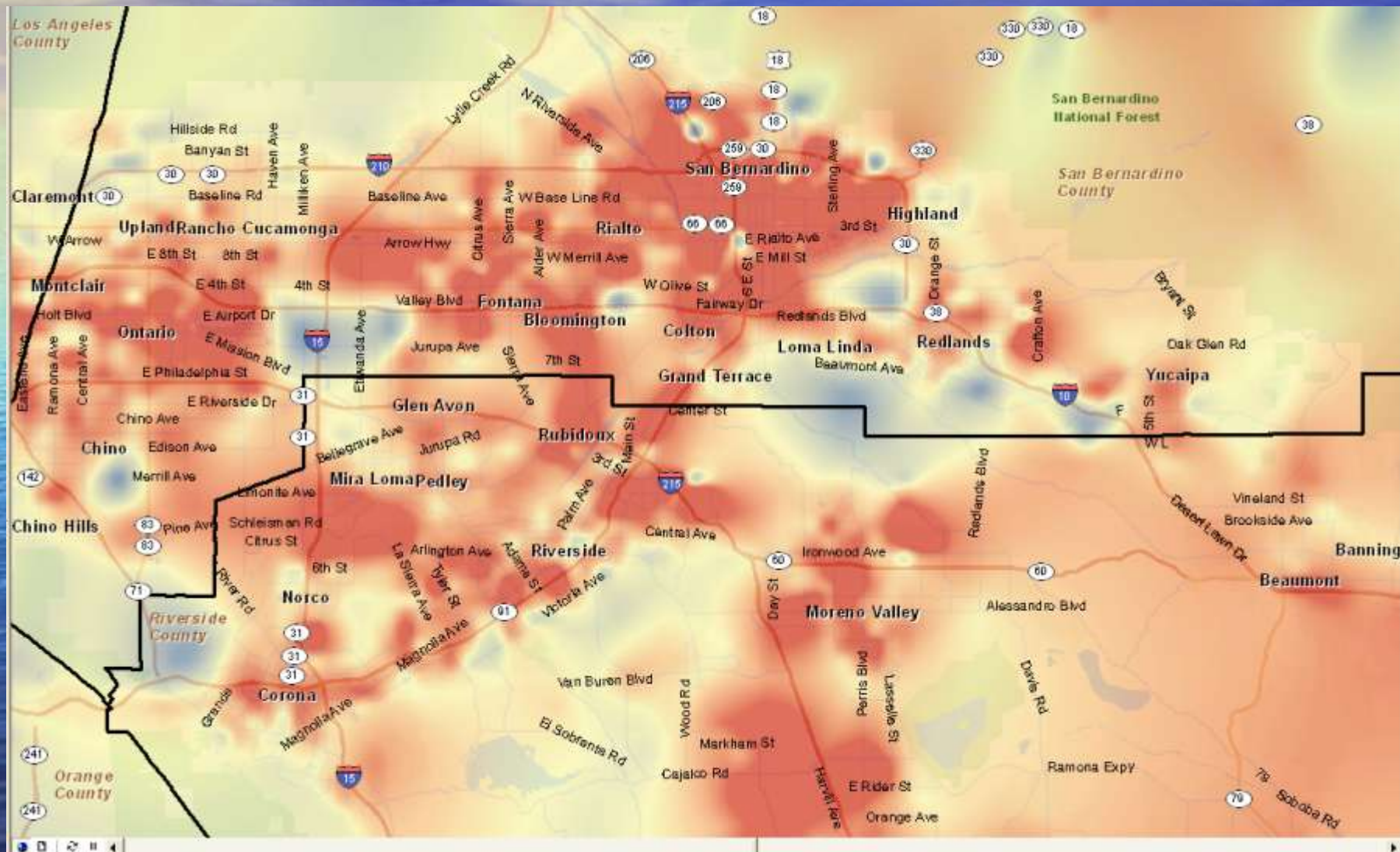
By County

Reset Map

Map data ©2009 Tele Atlas

Source: Environmental Defense Fund

IE Unemployment Hot Spots



Thank you!

Jan Hudson

**Labor Management
Cooperation Committee**

jhudson@ielmcc.com

www.ielmcc.com